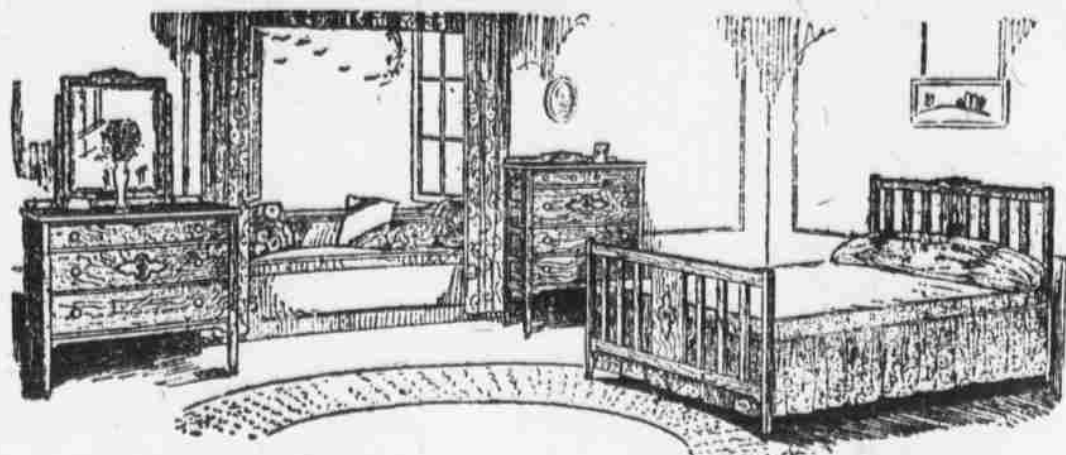


R. H. Macy & Co.

HERALD SQUARE *Inc.* NEW YORK



Cottage Bedroom Furniture

Priced Very Reasonably

Unusually Attractive and of Better Construction Than Most Furniture of Its Kind

Three-Piece Bedroom Suite (as illustrated) \$74.23

The simplicity of its design will lend a distinctive charm to the bedroom of your summer home. Sturdily and substantially made of Ash with wood medallion decorations. Finished in silver gray or natural.

The Same Suite with Twin Beds \$98.97

Or, if you desire, the individual pieces may be purchased at the following low prices:

Dresser, \$29.75 Chiffonier, \$19.74
Bed, full, or twin size, \$24.74

—Sixth Floor.

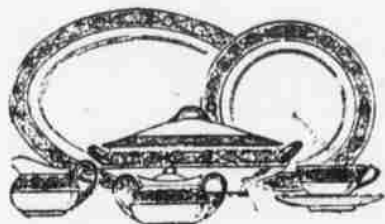
China and Glassware Specials

Imported 99-Piece China Dinner Sets

\$59.50

Usually \$91.50

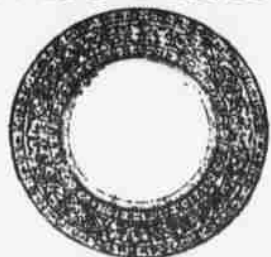
A fine Nippon china, service for twelve, in the delicate and dignified Coniston design, which being open stock one may purchase in separate pieces at any time. The border shows soft pastel tints of buff, gray and rose, and the handles are half covered with dull coin gold.



Gold Etched Imported China Service Plates

Special \$49.50 a dozen

They will make an extraordinarily handsome wedding gift for the fortunate bride who receives them. Of beautiful imported china heavily banded with a deep 1 3/4 inch acid-etched border, burnished coin gold.



15,000 Pieces of Light Cut Table Glassware

Very Specially Priced

Open Stock Poinsettia Design

An unusual opportunity to fit out one's table inexpensively with attractive glassware. These graceful pieces, in the popular poinsettia design, have all been taken from our regular open stock. Every piece is first quality merchandise.



Table Tumblers, 14c
Formerly 29c

Goblets, Tall and Short
Stemmed Sherbet
Glasses, Now 29c
Formerly 42c

Iced Tea Tumblers, 19c
Formerly 39c



300 Richly Cut 12-Inch Glass Vases, \$4.94

Originally \$9.74

A handsome vase, very appropriate as a wedding gift, deeply and elaborately cut in an unusual design.

—Basement, 34th Street, Front.



FANS

Are You Prepared for the Hot Weather?

In the home a fan will bring relief and comfort. At the office it will permit you to work with greater efficiency.

For Direct or Alternating Current

8-inch Fan, neatly gilded, \$7.44

10-inch oscillating Fan, \$16.89

A Limited Quantity of Standard Make Fans for Direct Current Only

Specially Priced

12-inch, fixed, \$16.48

12-inch, oscillating, \$24.89

16-inch, fixed, \$22.89

16-inch, oscillating, \$29.75

—Basement, Center, Front.

Refrigerators and Cabinet Tables

Specially Priced

Top Icer Style

Inches width	Inches depth	Inches height	Ice capacity	Price
22	15	41	45	\$15.48
24	16	43	55	18.24
Apartment Style				
20 1/2	14	48	50	17.48
25	19	48	115	28.75
Three-Door Side Icer Style				
29	16	42	70	23.24
32 1/2	18	45	90	28.75
Four-Door Side Icer Style				
36	20	51	155	39.75

White Porcelain Top Cabinet Table \$36.75

With flour bin, bread and cake box, metal lined. Cutlery drawer partitioned, chopping and bread board, swing steel. Size of table top, 26 by 42 inches.



—Basement, 34th Street, Rear.

Why You Always Pay Less When You Buy In This Great Store—

Sixty-four years ago the founder of this store pledged himself to sell dependable merchandise of taste and quality at lowest-in-the-city prices.

For sixty-four years this pledge has been faithfully fulfilled because the fundamental business policies of the founder have been scrupulously followed—just as they are being followed to-day—and will continue to be followed in the future. Three of these basic principles are:

- (1) We sell only for cash—having no credit system whose expense of maintenance and losses in operation must be added to the retail prices of the merchandise.
- (2) We buy only for cash—therefore we are always alert to opportunities in the market turns and are ever ready to take advantage of them for the benefit of our customers.
- (3) We maintain a policy of giving customers a saving of at least 6%—always taking care too that the merchandise be of the dependable, tasteful qualities that insure continued satisfaction in every purchase.

Girls' Dainty Organdie Hats \$2.74

Just the sort of dainty, sheer hat that should be worn with one's very nicest summer frocks. It is softly shirred and full, made of crisp organdie, on a becoming shape. Pink, orchid, Nile, maize, rose, Copenhagen and white.

—Second Floor, 34th Street, Center.

A Special Purchase

One Strap

Patent Leather Pumps

\$3.89



Widths "A" to "D"—Sizes 2 1/2 to 6 only. Usual price would be \$5.94

A stylish shoe for either Misses or Women. An attractive low heel and a good, full-fitting toe make it an ideal shoe for summer wear—for looks and comfort. There are just 674 pairs.

If you wear the sizes and widths indicated you are fortunate.

—Second Floor, 34th Street, Rear.

An Imported

Surf Cloth, 47c yard

A cotton fabric with a high satiny luster. Suitable for bathing suits. Black only. 2 1/2 yards makes an average suit.

—Lining Section, Second Floor, Center, Front

To Artists—The call of the great outdoors is particularly strong at this season. Nature is in her finest moods. She is most beautiful and most versatile now, and the artist who would catch some passing phase of her beauty must be ready with canvas and paint box.

Canvas (Cotton, 40 inches wide), per yard, \$1.39 to \$1.88
Stretcher strips, each, 11c
Folding easels, \$2.29 to \$5.94
Folding metal stools (Canvas tops), \$1.39
Folding wooden stools (Canvas tops), \$1.79
Wooden sketch boxes, metal lined, 10x14 at \$9.94 and \$4.96
12x16 at \$7.94 and \$5.44
Artists' smocks, \$2.24 to \$2.49
Complete line of brushes, palettes, water and oil colors.

Now is the time to join our parchment lamp shade class: painting instruction without charge.

—Fifth Floor, 34th Street, Front.

Have a Camera at Camp

We feature compact cameras that permit the taking of pictures under poor light conditions, or of fast-moving objects, or portraits. Their initial cost is moderate and the cost of films and finishing is economical.



VEST POCKET KODAK fitted with B & L Anastigmat F 6.9 lens. Takes pictures size 1 5/8 by 2 1/4 inches. Catalog price \$36.98. \$16.89

ANSKO SPEEDX VEST POCKET No. 3, fitted with anastigmat F 7.5 lens and ilex acme shutter, working from 1 second to 1/100 of a second. Catalog price \$36.00. \$18.89

1A FOLDING ANSKO with double lens. Size 2 1/2 by 4 1/2. Catalog price \$19.00. \$12.48

—Fifth Floor, 34th Street, Front.

Saturday

From 11 A. M. until 1 P. M. and from 2 P. M. until 4 P. M. we will demonstrate what excellent coffee and toast can be made with electric percolator and toaster.

—Basement, 34th Street, Front.



Keeping cool is largely a matter of dress. You'll note the difference the instant you change into one of these Hot Weather Suits.

Men's Mohair Suits

Coat and Trousers

\$17.50

When it comes to good, cool summer comfort it's hard to beat a Mohair Suit. Besides being neat they are tailored to hold their shape and offer a pleasing latitude of choice in the question of pattern. All sizes.

Other Summer Suits

Men's Tropical Worsted Suits,	Coat and trousers,	\$24.75
Men's Tan Gabardine Suits,	Coat and trousers,	\$24.50
Men's Shantung Silk Suits,	Coat and trousers,	\$24.50
Men's Palm Beach Suits,	Coat and trousers,	\$13.75
Men's Flannel Suits,	Coat and trousers,	\$22.50
Men's All-Wool Crash Suits,	Coat and trousers,	\$17.50

—Fifth Floor, Front

Continuing the Sale of

Men's

"Run-of-the-Mill"

Goodyear

Keds

(Canvas Outing Shoes)

\$1.74

If Perfect, Would Be \$2.39 and \$2.59

They are not pure white and are therefore classed as run-of-the-mill. This does not affect their wear in the least. High or low cut models with rubber bottoms.

—Main Floor, Balcony, 34th Street, Rear

Week End Specials in

Men's Furnishings

Timely items needed for over the end of the week—for your little trip or just to enjoy dressing up for the family.

Crinkle Crepe Shirts

Special \$2.29

Cool and durable—the crinkle stays. Negligee and coat model style. Plain shades and neat stripes. No ironing necessary—so easy to launder.

Silk Shepherd Check Cravats

89c

Most men are hard to please when it comes to a tie. They are always looking for some unusual pattern that expresses individuality and novelty at the same time. This tie does it with checks of various dimensions. Bat Wings, same patterns, 79c

Men's Summer Robes

\$5.39

Made of Shantung mercerized fabrics. Contrasting Foulard trimming on collar and cuffs. Coat style.

—Main Floor, 34th Street

A Special Sale

Boys' Blue Serge Graduation Suits

With Two Pairs Knickers

\$10.74

A Blue Serge Graduation suit becomes more attractive when it has a good alpaca lining and is made of all-wool serge as this one is. Several good models are offered that are manly and stylish. They will give a vast amount of service. Sizes 8 to 18.

—Second Floor, 34th Street, Rear.

Player Rolls

49c

(88 Note)

California (Fox Trot Song)
Do It Again (from French Doll)
Jimmy, I Love You (Fox Trot Song)
Mister Gallagher and Mister Shean (One Step Song)
Some Sunny Day (Fox Trot Song)

Stumbling (Fox Trot Song)
I Want My Mammy (Fox Trot Song)
Leave Me With a Smile (Fox Trot Song)
Ty-Tee, (Faint) (Fox Trot Song)
When the Honeymoon Was Over (Fox Trot Song)
Cutie (from The Blue Kitten)
Lo-La-Lo (Fox Trot Song)
Three o'Clock in the Morning (Waltz Song)

April Showers
Boo-Hoo-Hoo
Everybody Step (from Music Box Revue)
Granny, You're My Mammy's Mammy (Fox Trot Song)
Rio Nights (Waltz Song)
Say, Ferdinand, Say (Fox Trot Song)
Shake of Araby (Fox Trot Song)

Also a quantity of standard popular vocal and dance numbers at 50c ea. (38 Note).

—Fourth Floor, 34th Street, Rear.

Phonograph Hits, 46c each

(Double faced)

DANCE:
227—Stumbling (Fox Trot)
On the Alamo (Fox Trot)
228—Boys (Fox Trot)
Blue Song Man (Fox Trot)
229—I'm Just Wild About Harry (One Step)
I'll Be Glad to Get Back to My Home Town (Fox Trot)
230—Pick Me Up and Lay Me Down in Dear Old Dixie Land (Tenor Solo)
Little Grey Sweetheart of Mine (Tenor Solo)
231—Mr. Gallagher and Mr. Shean, Pittsburgh, Pa.
232—Pick Me Up and Lay Me Down in Dear Old Dixie Land (Fox Trot)
233—Swanee River Moon (Waltz)
California (Fox Trot)
234—Don't Leave Me This Way (Fox Trot)
Georgia (Fox Trot)
235—Cutie (Fox Trot)
While Miami Dreams (Fox Trot)

236—Some Sunny Day (Fox Trot)
Honey Lou (Fox Trot)
237—Good-Bye, Shanghai (Fox Trot)
Just a Little Love Song (Fox Trot)
238—By the Old Ohio Shores (Waltz)
Three o'Clock in the Morning (Waltz)
239—Ka-La-La (Fox Trot)
Blue Danube Blues (Fox Trot)

Our complete stock of all models of Victrolas at savings of 10% (both upright and console styles). Sonora machines at a 15% saving on most models.

—Fourth Floor, 34th Street, Rear.

We Sell Merchandise of Taste and Quality at Lowest-in-the-City Prices—For Cash Only

Merchandise Advertised Here on Sale Tomorrow, Unless Otherwise Stated